

## Auto Makers Seeking New Plants; Torrance in Favorable Location

Are you waiting for a new car? The U. S. Automobile industry is seeking new locations for assembly plants in strategic areas all over the nation, and is embarking on a program of modernization and expansion of the 34 major new manufacturing and assembly plants built since the end of World War II, according to the Automobile Manufacturers Association.

"We don't intend to break up our existing main plants," declares the head of one large automobile firm, but our expanding is being done chiefly in the form of new plants in new locations."

There are now a total of 113 assembly plants in the nation in 77 cities of the 24 states, and the list will grow in the next few years," the statement adds. California has 17 of the 113 plants, eight being in Los Angeles, with Ford in Long Beach and Nash in El Segundo.

With the adjustment of steel prices this month, it is possible that new plants will find it advantageous to locate near sources of steel supply. Also, now that California has more cars than New York and is the fastest-growing section of the nation, the Torrance area particularly is in a favorable spot, it has been pointed out.

One manufacturer reports another reason for building new plants is because traffic and parking problems in his main plant cities are affecting his operating costs by delaying many workers' arrival on the job. The firm also finds that factory efficiency suffers when more than 25,000 persons are employed in one plant.

Quiet minds cannot be perplexed or frightened, but go on in fortune or misfortune at their own private pace, like a clock during a thunderstorm.

—Robert Louis Stevenson



An Ice Milk Dessert That's Rich and Tasty

CONES	SUNDAES	Quarts—55c
5c & 10c	15c & 25c	Pints—30c

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# TORRANCE HERALD

July 29, 1948

Torrance, California

Section C



**IN THE WAY OF PROGRESS**  
—Soon to fall before the woodsmen's axe are these stately eucalyptus trees which line the center of Western avenue north of Carson street.

Trees bordering the long-awaited improvement will remain, engineers said, but a huge storm drain will be installed in the center of the artery when it is widened

this fall, and these trees must be removed. To improve the city's new front door, it has been suggested that geraniums or ice plant should be planted along the highway. (Photo by Jack Baldwin)

## New Oil Area in Wilmington

A new oil drilling district for Wilmington has been established by the City Planning Commission.

Oil drilling operations may now begin in an area bounded by Anaheim and Opp streets, Bay View and Neptune avenues. The new area is surrounded by oil wells.

Only two wells may be permitted in each block, the commission informed the applicant, Atlantic Oil Company.

## Name Ronald Coil to Head Lomita Drive

Ronald M. Coil will head the Lomita Community Chest campaign acting as co-chairman with B. T. Whitney who is chairman for the Torrance Red Feather appeal, it was announced last week.

The organization of the campaign on the co-chairmanship basis was made in order to establish close coordination of the fall fund-raising appeals in the two cities, Whitney said.

"I am happy to serve as chairman for Lomita again this year," Coil said, "and I am expecting the usual fine support from our citizens for this important community service job."

Coil pointed out that although there would be close working together between volunteers in the two cities, Lomita would have its own campaign with its own leadership.

"If we establish a thorough volunteer organization now with the representation of all community leaders, it will help us put on a snappy and efficient campaign in the fall," he declared. "I will appreciate it if all interested groups and individuals will get in touch with me immediately so that we can get this early start."

## Beach Builder Adds 160 More

Bill Holden, of Redondo Beach, will build 160 four and five room dwellings in San Fernando Valley to cost in excess of \$1,000,000, according to building records.

## If You Hear Us Boosting, Here Is the Reason!

May we be forgiven for some good old-fashioned California boosting?

In agriculture, industry and population, the State Chamber of Commerce disclosed last week, California's economic upsurge has been breathtaking.

The record shows: Population has soared 43 percent since 1940, an increase of 2,989,000.

Since the end of the war, an influx of new homeseekers has offset departing war workers by 450,000. The state has added 300,000 additional citizens and 750,000 demobilized veterans have settled in California.

Agriculture, too, is recording bumper years, the Chamber head pointed out. Cash farm income is above two billion dollars.

Individual incomes have exceeded the \$16-billion-dollar mark—an increase of 188.5 percent over 1940. With the national average at \$1350, California's per capita annual income averages \$1642!

National recognition of California's growing industrial importance is demonstrated by 5278 new and projected factories and major plant expansions, representing a private capital investment of \$453,982,000.

Excuse us, please, while we throw out our chest!

**URGE WORK ON FARM**  
All unemployment insurance claimants with agricultural experience are to be "encouraged and assisted to find agricultural employment" during the summer and fall months when the demand for farm workers is at its peak.

## Use of Helicopter and Airplanes Growing, Airport Survey Shows

Every month more persons are taking to the air in order to conduct their business and to go on holiday trips according to a quarterly report issued today by the Los Angeles Airport.

Airport officials disclosed that during the month of April 39,708 passengers arrived here by air while 47,163 departed during the same month. A total of 946,922 pounds of freight was flown here while 942,186 went out by air.

During the first four months of 1948 a total of 142,672 air-minded persons arrived here while 151,258 left Los Angeles by plane. A total of 3,348,949 pounds of freight landed here while 3,305,689 pounds went out on wings.

Approximately 40,000 separate aircraft operations moved the freight, passengers and air mail, coming and going, airport officials indicated.

Helicopter air mail in the Los Angeles area mounted to 215,000 pounds in the month of May, according to Clarence Bellini, president of Los Angeles Airways. The previous high was in April when the flying windmills carried 118,000 pounds.

## Geneva Plant Is Readied as Local 'Feeder'

More than one-third of the plate mill conversion project under way at U. S. Steel's Geneva steel plant near Provo, Utah, has been completed, officials announced today.

When the project is finished, probably early in 1949, the Geneva plant will be equipped with facilities for the manufacture of coils of hot strip steel, in addition to plates and structural shapes which are presently manufactured there.

The coils then will be processed into cold rolled sheets and tin plate by U. S. Steel's Columbia Steel Company in California.

The project, officials explained, is the major part of a conversion program which the U.S. Steel Corporation agreed to undertake at the time of the Plant's purchase from the Government June 19, 1946 at an expenditure of not less than \$18,600,000.

## Plan Another 101 Dwellings

Bids for a \$1,000,000 addition to Manhattan Village, calling for the construction of another 101 dwellings, were being taken this week by the contracting firm of Lindgren and Swinerton, Inc., for Bergman and Lindsay, the builders.

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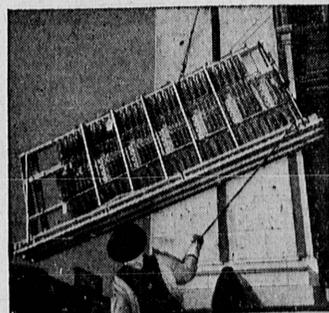
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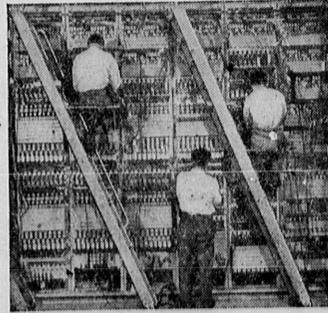
## HOW TO SET UP HOUSEKEEPING ..telephone style



**1. Building a home** for telephone equipment is a big and complex job. The framework must be extra massive to carry heavy loads and resist shock. To make room for equipment, the stories are taller, too. This new building, larger than most but of typical construction, has fifteen floors...yet it's as high as a twenty-story building.



**2. The "furniture"** for our telephone home is the equipment needed to handle your calls. Manufacturing and installing it takes time...and lots of money. Your new telephones can't get to work without it, so we're putting in equipment, constructing buildings, and providing other facilities to the tune of over half a million dollars a day.



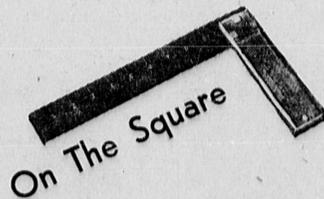
**3. A lot of close, exacting work** is still ahead. Thousands of tiny connections must feel the heat of a soldering iron before new equipment can handle your calls. Scenes like this are common in telephone offices all over the Coast today as we build and expand—in the face of high costs—to meet the West's growing needs.

**4. Where does the money come from?** Millions of new working dollars...needed to extend and improve service...must come, not from telephone bills, but from thousands of people who put their savings to work in the telephone business. To attract these working dollars, we must pay a reasonable amount for their use. This depends on the sale of our services at fair and adequate prices.



The Pacific Telephone and Telegraph Company

More than 70,000 people working together to furnish ever-better telephone service to the West



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You've got to be on the SQUARE if you are going to build . . . and that's true whether it is a house or a business. Folks who think their customers are suckers don't last long. We know that is true . . . and that is just one of the many reasons why our policy has always been ON THE SQUARE!

**TORRANCE LUMBER CO.**

Phone Torrance 61  
1752 Border Ave.—Torrance